



Embassy of Sweden  
Hanoi



LIVE & LEARN  
For Environment and Community

# 7 Day Challenge Manual

EAT, MOVE & LIVE SUSTAINABLY



EAT



MOVE



LIVE

#7DayChallengeVN

# WHAT IS THE 7 DAY CHALLENGE?

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The 7 Day Challenge is a call to action inviting committed individuals around the world to practise sustainable urban lifestyles that will potentially improve their quality of life. The challenge consists of seven days of practical sustainable solutions focusing on three categories: EAT, MOVE and LIVE.

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The purpose of the challenge is to encourage and strengthen sustainable urban lifestyles, based on insights from local participants and the network involved. The challenge aims to encourage both innovation and awareness about lifestyle choices that contribute to sustainability.

The challenge involves small but sustainable changes that participants make in their daily routines. As the number of participants grows, the 7 Day Challenge will contribute to a greater public awareness about climate change and in time reduce individual carbon footprints.

You are free to choose any or all of the three categories – **EAT, MOVE** and **LIVE** – whichever feels comfortable for you. You are also free to go beyond the material provided here.

The 7 Day Challenge will be launched in Hanoi on Tuesday 10 April 2018. Would you like to join? Please fill in the separate form, save it and send it to: [ambassaden.hanoi-invitations@gov.se](mailto:ambassaden.hanoi-invitations@gov.se) as soon as possible. Don't forget to let us know if you will participate 10-17/4, 17-24/4 or 24-30/4.

# CALL TO ACTION

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## **Do you have what it takes to live sustainably for 7 days?**

This is an invitation to participate in a 7-day challenge to live sustainably and smart – for you, your community, and the world. The purpose of this challenge is to encourage awareness about lifestyle choices and their effect on the environment. We are encouraging committed individuals to pick and choose from a smorgasbord we have prepared of hands-on and practical changes in their daily lives. They revolve around choices you make as you EAT, MOVE and LIVE.

Are you interested in challenging yourself in order to gain new knowledge, insights, and make new contacts, while at the same time reducing your carbon footprint?

The 7 Day Challenge to eat, move and live sustainably is arranged by the Swedish Embassy in Hanoi, UN and Live&Learn.

If you are interested, please fill in the separate application form and submit it as soon as possible.

Kind regards



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### Information to the participants

1. Pick your challenge(s) from the categories **EAT, MOVE** and **LIVE**.  
You could also combine aspects from all the categories or just one or two of them.
2. Create a daily schedule of the smart choices you will undertake.
3. Share this schedule with the organisers so that they can schedule a spot check with you and document the progress you are making.
4. Follow through with your choices and daily schedule and update them on the app or the social media page (Facebook, WhatsApp, Instagram, etc.) dedicated to the 7 Day Challenge.
5. You are expected to take a photo of each smart choice that you are making and post it in your social media for documentation.  
Please use the hashtag #7DayChallengeVN
6. The organising team will encourage every participant to ensure they are committed to complete their challenge.
7. Your progress is to be uploaded on social media pages or to the Facebook group describing daily activities and smart choices for the purpose of helping the team analyse your progress at the end of the challenge.

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## Examples

- Choose a vegetarian diet every day during the challenge
- Eat only locally produced food
- Move only by using fossil-free vehicles every day
- Bike or walk only for the seven days
- Collaborate with your neighbors to save more energy in your home
- Find new ways to minimise waste/food waste

Under **EAT** Challenge, a participant decided to forgo all red meat in her diet and started eating varieties of white meat and sourcing her vegetables from the local market. She also decided to share all the excess fruits and vegetables in her fridge with her neighbour when she was away travelling.

Another participant decided to choose a vegetarian diet as a result of the challenge and is committed to this change of lifestyle, thus also influencing his mother with whom he lives.

Most of the participants realised the importance of bringing lunch from home instead of eating in restaurants. This is a cost-saver.

For the **MOVE** challenge, another participant decided to walk to work for three days a week, and decided to purchase a bicycle that she has been using frequently in order to reduce her carbon footprint.

Others decided to ride share in one car instead of using two vehicles to go to work or social activities.

For the **LIVE** challenge, participants decided to fill their vegetable garden with a range of fruits and vegetables for their consumption. They also decided to supply friends in their neighbourhood who did not have gardens. This not only improved their diets but also brought them extra income.

One woman decided to install a water purification machine in her house in order to purify tap water, which tremendously reduced her need to buy bottled mineral water, thus saving her money.

# EAT SMART



Knowing the source of the food on your plate can help you make a conscious decision and perhaps a change of habit. The urbanite's access to and purchase of pre-packaged food at the supermarket may be a contributory factor in the degradation of the environment. Do you know the farm where your fruits, vegetables and other items are sourced or grown? Or how far they are transported? Could they come from sources closer to home? A focus on solutions to reduce food waste is also needed.

## EXAMPLES



Cook and eat **LOCALLY PRODUCED** vegetables



**CONSUME SEASONAL**  
fruits and vegetables



Invite friends,  
family or colleagues  
**TO A GREEN MEAL**



**BUY ORGANIC**  
produce

**LOW-RESOURCE COOKING**  
technologies

Urban gardening: grow your own herbs and vegetables. Urban gardens can be a delight to the eye and could improve the aesthetics of your home, too.



**COOK WITH FRIENDS**  
and or family



Besides your primary carbon footprint, there is also a secondary footprint that you cause through your buying habits. Here are some of the DOs and DON'Ts you should consider:

- Do look out for labels or services that help you as a consumer choose smart food.
- Do understand the food distribution methods at your favourite supermarket and/or green grocer.
- Do use smart packaging materials: cartons or green bags rather than plastic bags.
- Don't buy fresh fruit and vegetables which are out of season, as they may have been flown in.
- Reduce your consumption of red meat.
- Don't buy bottled water if your tap water is safe to drink or simply buy a water purification container that will purify your tap water.
- Buy local fruit and vegetables from a garden near your house, or even try growing your own through smart urban gardening initiatives.
- Try to only buy products made close to home (look out and avoid items that are made or grown far away). Don't buy over-packaged products.
- Recycle as much as possible.
- Reduce food waste.
- Some people cook once a week and re-heat portions during the rest of the week.

# MOVE SMART

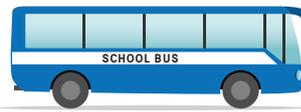


This category is about the smart movement of goods and people, both within and to and from the city. This could involve new types of vehicles, collective solutions or more efficient use of existing modes of transport to make them smarter and better both for the individual and for the city as a whole.

## EXAMPLES



**CAR SHARE** (car pool) to work, reduce fuel consumption and resultant carbon emissions, and save some money.



**THE SCHOOL BUS** is an efficient way of picking up and dropping off school-children.

**THE OLDER YOUR CAR IS** the more carbon emissions it releases and the more harmful it is to you, your family and the environment. Older cars are generally less fuel efficient.

**FOR SHORT JOURNEYS,** either walk or cycle.



Intermittently **USE PUBLIC TRANSPORT** rather than your car.



See if your employer will allow you to **WORK FROM HOME** for one or two days a week.

Next time you replace your car – make sure you **CHOOSE A LOW-EMISSION VEHICLE**. If you have the budget, consider getting a hybrid or full electric car.



There are environment-friendly **FUEL ADDITIVE PRODUCTS** in the market that could reduce your car's carbon emissions and improve fuel efficiency.

Try to **REDUCE THE NUMBER OF FLIGHTS** you take.



**USE SKYPE AND OTHER ONLINE COMMUNICATION** channels instead of travelling to conferences.

As more people take up the Move Smart challenge, you could initiate a conversation with local leaders on the need for road safety campaigns to protect pedestrians and cyclists, including measures such as constructing safe bike paths and pavements.

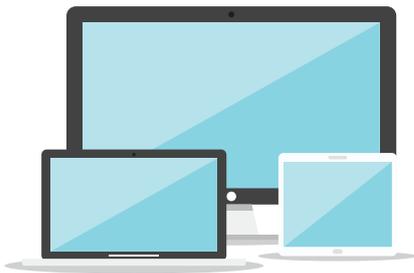


# LIVE SMART

This is a category for simple things you can do to live smarter. It includes reducing consumption and saving electricity and water. It also covers ideas for reusing, reducing, recycling and upcycling daily products for further use at the end of the first life cycle.

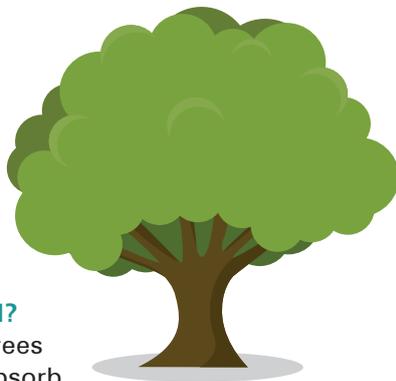
## EXAMPLES

**TURN IT OFF** when not in use (lights, TV sets, hi-fi, computers, water heaters, heating systems, et cetera).



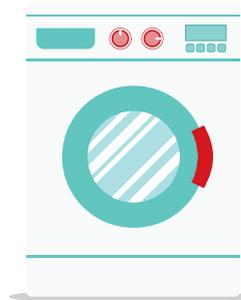
**ONLY BOIL AS MUCH** water as you need, to reduce time and energy.

**HANG OUT THE WASHING TO DRY** rather than machine dry.



### DO YOU HAVE TREES IN YOUR GARDEN?

Plant some! Many trees have the ability to absorb the carbon emitted around your home.



**FILL YOUR DISHWASHER AND WASHING MACHINE** with a full load – this will save you water, electricity and washing powder.

### DO YOUR WEEKLY SHOPPING IN A SINGLE TRIP

and use empty boxes instead of plastic bags to carry your shopping.



**RECYCLE OR REUSE** plastic bottles, newspapers, bags, books, clothes and other items. Find out about the recycling initiatives in your city and become an active donor of recyclable materials.

**CONSIDER EVERY MATERIAL** you bring into your house – if they have multiple uses, they are good for your lifestyle, too. From primary use to secondary use to recycling.

**EMBRACE THE 3 R'S** creed – Reduce, Reuse, Recycle.





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